



Request for Proposal

For

**SkillsUSA Champions for Change
Community Implementation**

March 2, 2007

SUBMISSION DEADLINE: APRIL 16, 2007

SkillsUSA – Champions for Change Project Community Implementation: Request for Proposal

1.0 Overview

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled work force. We help each student excel. SkillsUSA is a national career and technical student organization of nearly 300,000 members in the U.S. In 2006, SkillsUSA was awarded a grant from the W.K. Kellogg Foundation to seed new SkillsUSA chapters and develop an innovative system of documenting employability skills by youth in vulnerable communities.

SkillsUSA has a forty-year history of providing youth with the opportunity to engage in student-led, community-based chapters that address the personal and career goals of its members. Young people become members of the local chapter and have access to leadership training, competitions, interaction with local business and industry representatives and professional development activities that prepare them for successful careers and active citizenship. Currently, nearly 300,000 young people are members of SkillsUSA. There are local SkillsUSA chapters in all 50 states in the U.S.

Each SkillsUSA chapter is expected to implement a Program of Work which typically features:

- Professional development activities for all members
- Youth-directed and planned community service activities
- Business-driven student competitions in leadership and occupational skills
- School-to-work opportunities such as job shadowing, internships, and employment opportunities
- Student-run chapter management (with advisor oversight) to direct local chapter activities while applying leadership and teamwork skills
- Student-led public relations activities to publicize the chapter's successes
- Industry-based workplace certification opportunities
- An active and engaged advisory board of local business and industry representatives

From the beginning, SkillsUSA has provided industry-validated student competitions to assess entry-level career skills in high-demand, high-growth occupational areas. State and national contests are designed and conducted by experts in the industry – that fact makes these events a tremendously valuable process to assess student skills and knowledge as they prepare for post-secondary education and/or career opportunities. The W.K. Kellogg grant provides the opportunity to take portions of these events and deliver them via on-line tools to youth who do not have access to participation in SkillsUSA events. The goal of the project is to help more young people document skills and knowledge to allow them access to viable, long-term career pathways.

As part of this project, six communities will be selected to seed new SkillsUSA student chapters and to pilot the on-line assessment and credentialing system. The six hosting schools/organizations will be expected to participate in a training, conduct the pilot activities, and carry out activities for youth that align with the SkillsUSA Program of Work for three years. Applicants may request up to \$91,200 to carry out these efforts over the three-year period.

2.0 Eligibility

SkillsUSA desires to show that its activities and this project can make a difference for youth in vulnerable communities – those with economic distress. Therefore, applicants must serve youth (16-21 years old) in communities that meet the following:

1. Community criteria: Community shall be defined by applicant, a community could be multiple counties in a rural area, an entire town, a set of neighborhoods within a metropolitan city, etc. where:

- school drop-out rate is higher than national average
- average household income is below national average
- percentage of youth eligible for free/reduced lunch is greater than 40%
- mobility rate of students in high school(s) is greater than 15%
- percentage of minority students in high school(s) is greater than 30%
- unemployment and/or underemployment rate is above the national average
- evidence that local skilled labor needs are not being met by youth currently entering employment market

2. Applicant criteria: SkillsUSA believes the success of this program requires a few mandatory requirements of the applicant organization. These include:

- provide instructional programs in at least three occupational areas for students (see Attachment B for a list of SkillsUSA contests which relate to instructional areas)
- have physical facilities and equipment for instructional programs, or have access through a partner provider
- have access to computers with high-speed Internet connections (minimum- 1 per every 10 youth served)
- have regular, sequenced, and planned programs of instruction for youth

3. Program setting criteria: SkillsUSA also desires to evaluate the success of this approach in either in-school or out-of-school settings. Applicants must be one or the other. Therefore, the following eligibility guidelines have been established:

School-based Applicants

- applicant must be a school district
- note: program activities may be directed for one or more high schools within said district

Community-based Applicants

- applicant must be a provider of WIA (Workforce Investment Act) youth services and programs for the given community, or applicant must be a Job Corp center
- all activities shall be directed for a single location or service center
- community-based partner may choose to partner with a neighborhood high school to co-provide instructional programs

It is expected that two applicants will be selected for this program. In 2008, an additional four applicants will be selected through another RFP process for a two-year engagement in this pilot program. SkillsUSA intends to select an equal number of school and community based applicants.

3.0 Project Requirements

There are five primary objectives of this program. They are as follows:

- 1) Implementation of a fully-operating SkillsUSA chapter serving youth 16-21
- 2) Establish an advisory committee of business, industry, and labor interests
- 3) Provide meaningful career preparation activities and instruction
- 4) Communicate project activities in community
- 5) Meet national grant program requirements for communication, on-line system testing, reporting, and evaluation

The following are requirements for participation in the program to meet the above-stated objectives. These requirements describe activities that must be addressed in project proposal.

- Assemble and maintain advisory committee of no fewer than eight (8) local business, industry, labor and education leaders that will meet no less than once quarterly.
- Establish SkillsUSA chapter at school (working with existing CTE teachers) or within Job Corp Center/WIA service-providing organization (working with existing career counselors)
 - Enroll all youth and teachers/counselors as SkillsUSA members as part of the Total Participation Plan
 - Implement the SkillsUSA Program of Work
 - Conduct regular student-led meetings
 - Enroll members in levels 1 and 2 of the *Professional Development Program* (PDP) skills training program
 - Attend regional, state, and national SkillsUSA conferences, as available
- Contract services of a local site manager to mentor teachers or counselors in implementing SkillsUSA Program of Work. This person should be an alumnus of SkillsUSA, a retired SkillsUSA advisor, or have some other experience that provides a good working knowledge of SkillsUSA.
 - Work with CTE teachers or career counselors at least 8 hours each week on a twice weekly basis
 - Take direction from national SkillsUSA staff to implement piloting of on-line assessments and credentialing
 - Manage working relationship with local advisory board
 - Manage and advise on other local activities
 - Actively communicate and promote the program in the local community
- Arrange for job shadowing, internships and part-time employment opportunities for youth engaged in program
- Test pilot use of SkillsUSA on-line assessments and credentials for W.K. Kellogg grant project
- Complete quarterly and annual project reporting documents
- A local implementation of no fewer than 6 members shall participate in a training event held in community and facilitated by national SkillsUSA project team members (local implementation team should include local site manager, teacher/counselor(s), representative(s) of applicant organization, and advisory board member(s))
- Have a community delegation of at least 5 people attend the SkillsUSA National Leadership and Skills Conference in Kansas City, MO, on June 26-29, 2007. Delegation

may include one or more of each of the following: administrator, local site manager, business partner, youth, teacher/counselor, other community leader.

- Participate in conference calls and other meetings as requested (at national SkillsUSA expense)
- Identify additional community resources and programs to utilize in collaboration with this project
- Participate in the development and use of a local media resources kit in addition to local communication and marketing efforts.
- Coordinate with national grant program staff to carry out media activities during the week of Labor Day, 2007.

Those organizations that do not use the funding for the approved purpose stated in their applications will be required to reimburse SkillsUSA the full award amount and may be subject to additional penalties.

4.0 Proposal Requirements

1. Cover sheet on your organizational letterhead that includes all relevant contact information for your organization, including but not limited to, the name of the contact person and their phone and fax number, and their website and email address.
2. Your organization's qualifications, including your organization's background, primary mission, and history.
3. Proposal (no more than ten (10) one-side, single-spaced pages) that includes the following:
 - Economic distress information (describe the neighborhood's geographic location, and population, including income, households, age, sex, ethnicity/race)
 - Plan for achieving required program requirements, including approach for working with the community and measurement and evaluation criteria for determining success
 - Additional project goals and activities (beyond the basic program requirements)
 - Target population (describe the population served including income, households, age, sex, ethnicity/race)
 - Organizational staff responsible for overseeing your proposed project
 - Name and description of SkillsUSA experiences for proposed local site manager
4. Detailed budget for your project.
 - Project budget using attached worksheet
 - Budget narrative, up to 3 pages in length
 - Notes about project budget:
 - This is a three year project. Each budget year shall extend from July 1 through June 30 of the following calendar year. (the exception is Year 1 – where attending the National SkillsUSA Leadership and Skills Conference occurs June 26-28, 2007).
 - The total amounts available from SkillsUSA for each year is fixed. This amount is noted at the bottom of the worksheet. Applications requested more than the maximum amount from SkillsUSA will NOT be considered. Applicants are encouraged to identify other community resources for projects that require more than the maximum amount available.
 - The following have been suggested as project line items for your project budget:
 - #1 Project Staffing

- Local Site Manager: the cost of hiring an individual with prior SkillsUSA experience to spend at least two days each week mentoring local teachers/counselors to implement the SkillsUSA chapter, local advisory board and coordinate with national project managers. If this individual is going to donate their time to this project, please indicate this in you budget narrative.
- Other staff: Please identify the staffing needs, cost of staffing time, and purpose for additional staffing as it relates to this project.
- #2 Student Chapter Activities: This is the expected cost of fully funding the activities of a 15-member SkillsUSA chapter. Using national averages, \$7,000 a year will pay the state and national dues for 15 members and cover their expenses to attend state and national conferences, hold regular meetings, and conduct community service activities. Note: applicants are required to enroll in the SkillsUSA *Professional Development Program* (PDP) curriculum levels 1 and 2 to each member as part of student chapter activities.
- #3 Travel
 - Travel for a community delegation to attend National SkillsUSA Leadership and Skills Conference in Kansas City, Missouri: This activity is required in 2007 for at least 5 community members. It is encouraged, but not required, that a community delegation attend the 2008 and 2009 conferences with their student chapter (students' travel expenses should be covered in line item #2).
 - Other travel: This can be used to show the cost of travel expenses by the Local Site Manager to travel to sites. If additional travel is planned, please explain its purpose in the budget narrative.
- #4 Supplies, Equipment Curriculum Resources, Etc.: This line item can be used to show supply expenses for Local Site Manager in addition to other supplies needed by applicant to carry out the innovative implementation of related activities such as job shadowing, internships, training events, etc. Please describe expenses in the budget narrative.
- #5 Communication and Marketing: Use this line item to show the resources used to support the communication and marketing of this project to stakeholders in the community. SkillsUSA will prepare a local media kit for your use and adaptation. Expenses other than project staffing time for the Labor Day media activities will be covered by national grant program managers and do NOT need to be included in your proposal.
- #6 Other: Use this line item to identify a major category of expenses not represented in other line items. Fully explain in the budget narrative.
- #7 Project Administration/Overhead: The applying organization can seek up to 10% of the total request for administrative expenses.
- The budget allows the applicant to identify additional project resources from other sources for each year. This is only required for one budget item - #2: Student Chapter Activities. Grant funds shall be used to pay for 100% of these expected expenses for Year 1, 75% in Year 2 and 50% in Year 3. The expectation is that the community will assist the students in raising funds for chapter activities during the grant so that the

local chapter will be prepared for sustainability after the three-year grant funding has ended.

- It is assumed that applicants will use the 2007-2008 school year to organize the SkillsUSA chapter and recruit students for participation. For the 2008-2009 and 2009-2010 school years. The proposal is constructed on a target of 15 full-time youth members.

5. Appendices (include the following as attachments):

- Letter showing approval and endorsement from state director of Career and Technical Education (or equivalent)
- Letter showing approval and endorsement from state SkillsUSA director (contact information can be found at <http://www.skillsusa.org/about/dir4.shtml>)
- Letters of commitment to project and service on local advisory board by at least three (3) representatives of business, industry or labor in the community
- Letter showing approval and endorsement from organizational executive director (school superintendent and school's principal, or top official in local WIA service providing organization)
- Letter of commitment and explanation of SkillsUSA experience from proposed Local Site Manager
- Maximum of three letters of support from other community organizations and/or leaders

5.0 Submission Process and Timeline

SkillsUSA posts RFP	March 1, 2007
Applications due by	April 16, 2007
Finalists selected	May 1, 2007
Visits to finalist communities by SkillsUSA staff	May 2-15, 2007
Selection announced	May 25, 2007
Selected applicants attend SkillsUSA National Leadership and Skills Conference in Kansas City, Missouri	June 26-29, 2007

For questions about this application, please contact Bruce Potter at bpotter@skillsusa.org. A list of questions and answers will be posted at the website www.championsforchange.org. Questions will not be answered after April 9, 2007, to allow all applicants equal access to information about the grant.

Send three paper copies and one electronic copy of your application to:

Bruce Potter
SkillsUSA
P.O. Box 3000
Leesburg, VA 20177-0300
bpotter@skillsusa.org

Electronic submission must be received by 8:00 PM (EST) on Monday, April 16, 2007. Paper copies of application must be received by 8:00 PM (EST) on Wednesday, April 18, 2007.

A confirmation e-mail will be sent when your application has been received. If you do not receive the conformation email please call Bruce at (703) 737-0638.

Attachment A - Budget Worksheet

Use this form or re-create in another document using similar line items and information. Please see notes in 4.0 Proposal Requirements for an explanation of this worksheet.

	YEAR 1		YEAR 2		YEAR 3		TOTAL	
	SkillsUSA Grant Award Resources	Other Community Resources	SkillsUSA Grant Award Resources	Other Community Resources	SkillsUSA Grant Award Resources	Other Community Resources	SkillsUSA Grant Award Resources	Other Community Resources
Project Line Items								
1. Project Staffing								
Local Site Manager								
Other staffing								
2. Student Chapter Activities (expected that project pays for 100% of chapter activities for Year 1, 75% for Year 2 and 50% for Year 3. Chapter to find support from other sources during project in order to be self-sustaining post-project)	\$7,000	\$0	\$5,250	\$1,750	\$3,500	\$3,500	\$15,750	\$5,250
3. Travel								
Travel for community delegation to National Skills and Leadership Conference in Kansas City, MO: 2007-required, 2008 & 2009 optional								
Other travel								
4. Supplies, Equipment, Curriculum Resources, etc.								
5. Communication and Marketing								
6. Other: _____								
7. Project Administration/Overhead: cannot exceed 10% of budget								
TOTAL								
Maximum Amount	\$31,400		\$30,400		\$29,400		\$91,200	

Attachment B – List of SkillsUSA Technical Skills Contests

3-D Visualization and Animation	Industrial Motor Control
Advertising Design	Internetworking
Architectural Drafting	Major Appliance Technology
Automated Manufacturing Technology	Marine Service Technology
Automotive Service Technology	Masonry
Aviation Maintenance Technology	Mechatronics
Basic Health Care	Medical Assisting
Building Maintenance	Motorcycle Service Technology
Cabinetmaking	Nail Care
Carpentry	Photography
CNC Milling Technology	Plumbing
Collision Repair Technology	Power Equipment Technology
Commercial Baking	Practical Nursing
Computer Maintenance Technology	Precision Machining Technology
Computer Programming	Preschool Teaching Assistant
Cosmetology	Radio (Audio) Production
Criminal Justice	Residential Wiring
Culinary Arts	Robotics and Automation Technology
Dental Assisting	Screen Printing
Diesel Equipment Technology	Sheet Metal
Electronics Applications	TeamWorks
Electronics Technology	Technical Computer Applications
Engineering Technology	Technical Drafting
Firefighting	Telecommunications Cabling
Food and Beverage Service	Television News Anchor/Reporter
Graphic Communications	Television (Video) Production
Heating, Ventilation, Air Conditioning and Refrigeration	Web Design
	Welding

For more information about each event, visit <http://www.skillsusa.org/compete/skills.shtml>